

3.3

Worksheet:

Using the ACCA and PPPP Formulas

USING THE ACCA AND PPPP FORMULAS

Use the ACCA and PPPP formulas to write copy that compels your readers to take action. Each formula approaches the subject and creates a path to the call to action in a slightly different way.

ACCA STANDS FOR:



AWARENESS

Give the reader a heads up about an event, a news item, an issue, or something people should care about.

ex. "Fight cancer with the Jimmy Fund"

COMPREHENSION

Explain to people WHY this issue is worth their time.

ex. "More than 750 clinical trials run each year at Dana-Farber. Your support of \$100 or more would help our pursuit of new treatments and help us remain at the forefront of innovation and excellence."

CONVICTION

Convince the reader they can and should do something about it.

ex. "Your lifesaving gift will go far..."
It's not just a gift, but a LIFESAVING gift.

ACTION

The call to action.

ex. "Give Today"

PPPP STANDS FOR:



PICTURE

Paint a picture that appeals to someone.

ex. "You never have to waste time waiting for your car to be serviced at a garage or car dealership again."

PROMISE

Make a promise by offering great benefits of your product or service.

ex. "Our expert mechanics will come to your door and perform all your scheduled car maintenance."

PROVE

Show how your service has actually worked for customer already.

ex. "Our customers love saving time and money. I don't have to take time off work just to get car work done - this is great!"

PUSH

Ask the reader to take action.

ex. "Sign up today and your first month is free!"

NOTES:

ACCA stands for Awareness, Comprehension, Conviction, and Action. Instead of grabbing attention, you try to raise awareness first. Using a headline or a strong piece of copy, you give people a heads up about an event, a news item, an issue, or something people should care about. Comprehension is next, where you explain to people WHY this issue is worth their time. Conviction is the part where you convince them they - the reader - can and should do something about it. And the last part is of course the Action they take.

Many charities and fundraisers use this formula, like the Jimmy Fund which supports the fight against childhood cancer at the Dana-Farber Institute:

- **AWARENESS** - "FIGHT CANCER WITH THE JIMMY FUND" and "Make a cancer-fighting gift today"
- **COMPREHENSION** - This part is key: "More than 750 clinical trials run each year at Dana-Farber. Your support of \$100 or more would help our pursuit of new treatments and help us remain at the forefront of innovation and excellence."
- **CONVICTION** - "Your lifesaving gift will go far..." It's not just a gift, but a LIFESAVING gift.
- **ACTION** - There's the call to action: "Give Today"

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One thing to remember is that this isn't a Landing Page or Email Only formula. You could adapt this to fit your blog post or web page. Start with your goal - get people to support a charity, for example - and follow the formula: use a big headline to make them aware of a problem and the cause you're supporting, outline the ways your cause can help solve the problem, convince people you need their help to support the cause, and tell them how to take action at the end.

The AIDA and ACCA formulas are just 2 of many you could use. I'll mention a couple more that are worth checking out too.

The **PPPP** formula has nothing to do with going to the bathroom - it's all about trying to sell a product or solution by showing the proof. If you've got great customer stories and testimonials, this could be a great formula to use. PPPP stands for Picture, Promise, Prove, and Push.

- **Picture** - Paint a picture that appeals to someone. "You never have to waste time waiting for your car to be serviced at a garage or car dealership again."
- **Promise** - Make a promise by offering great benefits of your product or service. "Our expert mechanics will come to your door and perform all your scheduled car maintenance."
- **Prove** - Show how your service has actually worked for customer already. "Our customers love saving time and money. 'I don't have to take time off work just to get car work done - this is great!'"
- **Push** - Ask the reader to take action. "Sign up today and your first month is free!"

With great examples of customer satisfaction and positive results, the 4-P approach could be very effective.